WHY EXHIBIT AT CAMEX?

CAMEX 2020 SURVEY RESULTS SHOW THAT EXHIBITOR SATISFACTION IS THE HIGHEST IN YEARS!

CAMEX delivers campus store buyers who want to buy.

- $15,000 is the average spent per attendee at CAMEX.
- 86% of attendees say they are likely to purchase up to 60 days after CAMEX as a result of attending.

CAMEX offers access to buyers.

- 88% of attendees come from stores with annual sales volumes of $1 million or more. Nearly 1/3 of store attendees come from stores with annual sales volumes of $7 million or more. Nearly 1/2 come from stores with sales volume of $3 million or more.
- 87% of CAMEX2020 attendees say they come to CAMEX to find new vendors.
- Buying is a primary job responsibility for 77% of CAMEX attendees.
- CAMEX2020 Attendees spent an average of 12 hours on the trade show floor.

CAMEX delivers campus store buyers who want to buy and network at CAMEX.

- 84% of attendees rate the ability to meet, discuss, and do business as a very important part of the CAMEX trade show.
- 80% of exhibitors said the opportunity to network with others was a very to extremely important part of their CAMEX experience.

Buyers evaluate new products and suppliers at CAMEX.

- 81% of CAMEX2020 attendees say they come to CAMEX to discover new products.
- Most exhibitors believe CAMEX is an excellent way to gather industry information and customer feedback.
- 70% of trade show attendees in ALL age groups rate face-to-face interaction as highly important.*

PRODUCTS MOST OFTEN PURCHASED BY CAMEX BUYERS:

Percentage totals equal more than 100% due to buyer category cross over.

- 65% Gifts/Novelty
- 61% Apparel
- 53% Course Materials/Store Services/Supplies/Technology

Note: Data based on CAMEX 2020 Evaluation Results, National Association of College Stores, unless otherwise noted.

*Source: The Role and Value of Face-to-Face Interaction—Generational Differences in Face-to-Face Interaction Preferences & Activities; Center for Exhibition Industry Research (CEIR), 2013
Booth Fees
The Booth fee for NACS Vendor Affiliates is $2,500 (Non-Affiliates $2,650) per 10’x10’ space. Corners are $400 each.

Booth Assignment Process
Applications received by Nov. 10, 2021 will be included in first round booth assignment. An online booth space draw will take place shortly after the Nov. 10th deadline, by appointment.

See Priority Points Accrual for the order in which booth space draw appointments will be made.

An exhibitor’s total number of priority points, along with the date and time the application and deposit are received, will determine the order of booth assignment.

*Downsizing booth space after initial booth assignment is considered cancellation and may result in booth space reassignment.

Booth Deposit and Payment Schedule
A 50% deposit is due upon receipt of exhibit application. After first round booth assignments, invoices will be sent as booth confirmation. Balance is due net 30 upon receipt of booth confirmation/invoice. After Dec. 20, 2021, full booth payment is due upon receipt of application. Payment may be made by credit card or check. Contracts submitted without proper paperwork, payment, or authorized signature will be rejected.

If space is not fully paid for by Dec. 20, 2021, space is subject to cancellation or reassignment at the discretion of NACS Management.

Vendor Affiliate Discounts
NACS Vendor Affiliates are eligible for discounting and special pricing on CAMEX booth space, advertising, and sponsorships. Not an Affiliate? Learn more and apply today at nacs.org/vendor-affiliate-benefits.

Included in Your Booth Fee
- Booth back and side drape for inline booths
- Booth identification sign
- Five exhibit badges per 10’ x 10’ booth
- CAMEX online exhibitor directory and show special listings
- Virtual booth Mar. 15-17, 2022. Both in-person and virtual-only attendees have access to your virtual booth during CAMEX22 virtual event.

Included in Drayage Fees
- Drayage rates below $1.00/lb (NACS/CAMEX is absorbing 20%)
- Receiving and storage of your booth freight at the advance warehouse
- Receiving onsite shipments
- Getting your freight to your booth
- Storing empty crates and cartons and returning them at the close of show (providing you place empty stickers on them with your booth number)
- Getting your freight from your booth back to the dock for carrier pick up

TO LEARN MORE, CONTACT:
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